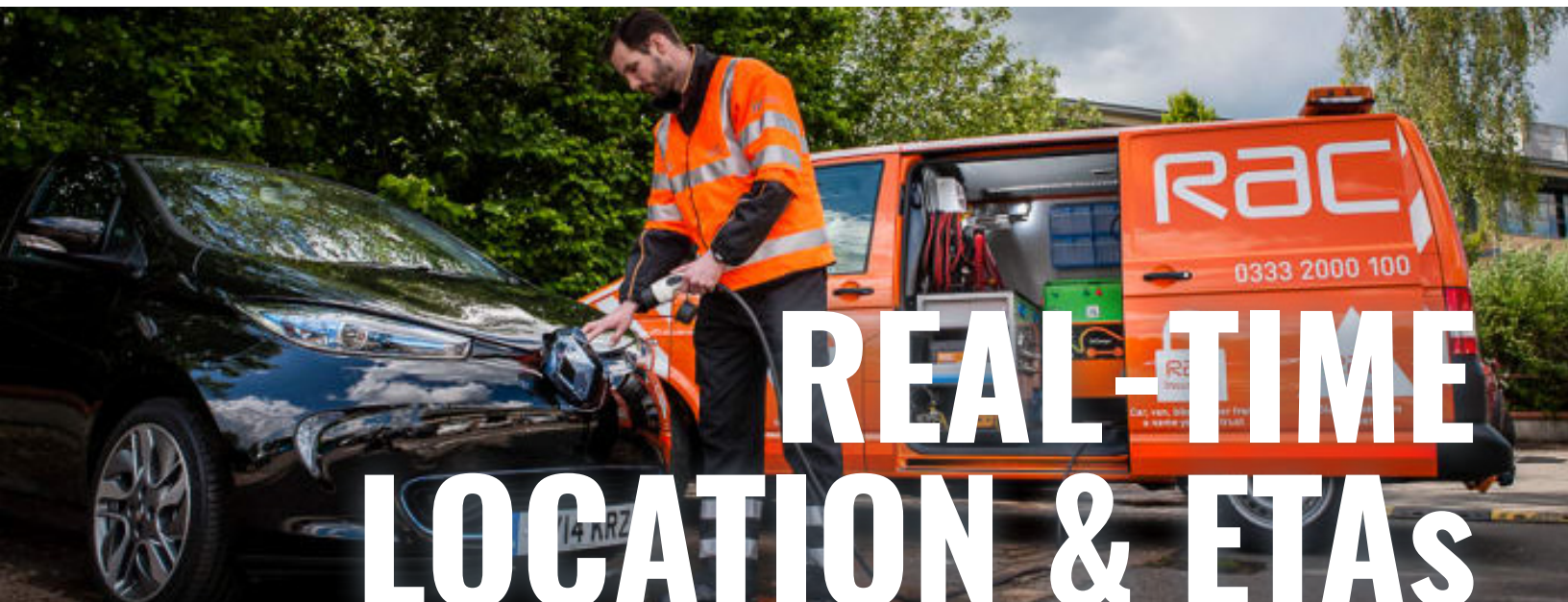




CASE STUDY

CoPILOT[®]
Professional



CoPilot Professional to help RAC on the way to their customers

Integrated CoPilot Professional will replace our existing navigation technology and improve ETAs, thereby delivering a higher level of customer service.

With around seven million customers, the RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists.

In 2010, the RAC's patrol force of approximately 1,800 patrols attended to 2.5 million rescue breakdowns.

"It is important to RAC to know the arrival time for Patrols on the way to our customers, CoPilot Professional will allow us to do that."

James Gibson
Technical Development Manager, RAC

THE CHALLENGE

With a focus on delivering the best in customer service, the technical team at the RAC realised that there were a number of technological areas that if addressed could help speed up the time between receiving a customer's call to patrol arrival.

One area identified for improvement was in the existing satellite navigation. While appreciating the benefits of its use in getting to a customer's location, the RAC Patrols were reliant on dedicated, standalone devices some of which are approaching five years old.

An integrated navigation software solution would deliver two significant benefits. On a practical level, it would remove hardware support for a standalone device and the maintenance cost associated with its support.

On strategic level, the opportunity to integrate navigation with the RAC's existing vehicle systems has the potential to improve the deployment of patrols thereby improving customer service.

RAC



THE SOLUTION

When a broken down customer calls into RAC, details including the vehicle make, model, fault and breakdown location are captured. Once entered into the RAC's deployment system, the location coordinates are sent directly to one of 1800 front line patrols in the area equipped with a Panasonic Toughbook CF-19.

At this point, the location data is passed into CoPilot Professional, the integrated sat nav software installed on the Toughbook.

With the Toughbook stored in the back of the vehicle, the information relating to the Patrol's next customer collected in the call centre and navigation is relayed to a dashboard mounted screen in front of the Patrol

Operating within RAC mobile data software, CoPilot Professional then provides familiar to use, full audio and visual turn-by-turn instructions to the customer's location.

Improved ETAs

Knowing where the patrols are and gathering realistic ETAs is one of the principle objectives for this project.

Through a combination of GPS location data and CoPilot Professional, RAC aim to improve the efficiency of their patrols helping to provide a higher level of customer service.

With this information, predicting a patrol's travel time becomes much easier, allowing the arrival time of future breakdowns to be automatically calculated by our command system more accurately, potentially enabling us to send a closer patrol.

Customised POIs

The Software Development Kit (SDK) at the heart of CoPilot Professional enables customers to customise a wide range of elements within the software.

In the case of RAC, they will be adding an inbuilt parts supplier and repairer database which will help Patrols to find the nearest resource they need to complete a repair and get the customer back on the road as soon as possible.

"We've previously relied on a system where we've estimated the arrival time to a customer's location. We will use CoPilot Professional to automatically pass back real-time Estimated Times of Arrival (ETAs) to our central deployment system. We can use this to keep our customers informed of our arrival time.

This means that CoPilot Professional is not only helping the RAC locate their customers needing assistance quickly, but could also help save fuel as well

We've high expectations for using CoPilot Professional as a minimum we will be able to save time on every breakdown not having to enter the destination manually, we are also looking to provide a recovery fleet with the Truck version of CoPilot, I am sure that there will be many more opportunities to further integrate and improve our system using this software.

We're excited by the future plans we have for CoPilot Professional."

James Gibson
Technical Development Manager, RAC

CoPILOT[®]

Professional

COMPANY

Founded in 1897, the **RAC** is one of the UK's most progressive motoring organisations with over 7 million business and domestic customers.

THE REQUIREMENT

The RAC's objective was to improve customer service by integrating satellite navigation with its job management solution.

THE SOLUTION

CoPilot Professional on a Panasonic CF19 integrated with the RAC backoffice scheduling system.

This allows appointments to be sent directly into CoPilot navigation, requiring no driver intervention. This alone is saving two minutes in time in getting to a customer.

Customers are informed of realtime ETAs provided by CoPilot Professional.

DEPLOYMENT SIZE

1,800 vehicles

TECHNOLOGY

Panasonic CF19 Toughbook

CoPilot Professional SDK and Services



Bennett Photography

ALK Technologies • copilotpro.com

RAC Motoring Services

RAC House, Brockhurst Crescent, Walsall, WS5 4AW, UK

rac.co.uk
toughbook.eu



Corporate HQ: Princeton, NJ
Global Offices: UK, France, Germany & India

alk.com

ALK Technologies is a transportation technology company dedicated to defining the optimal route to success through innovative routing, mileage, mapping, and navigation solutions. © 2018 ALK Technologies Inc. · All Rights Reserved